

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Cheryl Lee

DATE: June 2, 1986

FROM: Virginia Gong *VG*

SUBJECT: Recommended Media Coverage for 1986 Marlboro Cup

Listed below is a recommended media list for the 1986 Marlboro Cup (date of race is 9/13). Total cost is approximately \$279,227 (cost for 1985 was \$259,834). We are planning to use the same publications as last year.

<u>Publication</u>	<u>Date</u>	<u>Closing</u>	<u>On Sale</u>	<u>Space</u>	<u>Cost</u>
T.V. Guide	9/13	7/25	9/10	P4	\$ 58,647
Sports Illustrated	9/08	7/21	9/03	P4	66,733
Sporting News	9/08	8/22	9/04	P-2-color	10,795
Daily Racing Form	9/01 9/06	8/21 8/26	9/01 9/06	BC or Pg. 3 2-color	6,526
El Diario-La Prensa	9/12	8/29	9/12	P-2-color	2,080
Sports Eye	9/07-9/08 (combined issue) 9/11	9/04 9/08	9/07-9/08 9/11	BC-2-color Pg. 3-B&W	1,095 795
<u>Daily ROP</u>	9/11 evening or 9/12 morning	2-3 days prior to pub. date	9/11 evening or 9/12 morning	P-2-color (where available)	132,556

Bergen Record
Elizabeth Journal
Long Island Newsday
New York News
(city & suburban)
New York Post
New York Times
Passaic-Clifton Herald News/
Dover Advance
Paterson News
Union City Dispatch

Westchester Rockland Newspapers
Mt. Vernon Argus
Mamaroneck Times
New Rochelle Standard Star
Nyack Rockland Journal News
Ossining Citizen Register
Peekskill Star
Port Chester Item
Tarrytown News
White Plains Reporter Dispatch
Yonkers Herald Statesman

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UNYT

Jersey City Journal
Newark Star-Ledger
Staten Island Advance

Orechio Newspapers

The Nutley Sun
The Belleville Times
The Bloomfield Life

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